

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2019/2020

BMK 3174 – BUSINESS TO BUSINESS MARKETING

(All sections / Groups)

23 OCTOBER 2019

09:00 a.m. – 11:00 a.m.

(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 2 pages (including the cover page) with 4 questions only.
2. Answer **ALL FOUR (4)** questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

QUESTION 1

Compare and contrast the different qualitative sales forecasting techniques that are used by business marketing managers.

(25 marks)

QUESTION 2

What are some possible barriers or challenges to successfully implementing Supply Chain Management (SCM)? Please explain with appropriate examples.

(25 marks)

QUESTION 3

Dutch Lady Malaysia recently entered the business market with a new product with broad industrial application. They are in the process of determining the appropriate price for the product. Discuss some of the key considerations that must be evaluated in setting price.

(25 marks)

QUESTION 4

Describe the process, along with the specific criteria that the business marketing strategist should use, in selecting the right key accounts.

(25 marks)

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